



## COLOMBIA: INDUSTRY SECTOR ANALYSIS MEDICAL EQUIPMENT

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### I. SUMMARY

**"The medical market is expanding rapidly due to government policies, strong private funding, national demand and the growth of Colombian medical services exports within the region."**

After five decades of armed conflict, most Colombians now support the Uribe government's democratic security objectives and free-market agenda. Since 2002, Colombia has achieved impressive security gains resulting in substantial economic growth, attracting impressive amounts of foreign direct investment and increasing disposable income for consumers and businesses.

Colombia's 1993 health care reform<sup>1</sup> brought the country one of the most extensive insurance systems and medical financial protections in Latin America, second only to Chile. During the subsequent ten years, insurance coverage expanded from 20% to 78% of the total population. Current government spending on health-related programs amounts to 7.8% of GDP -- virtually assuring continued growth of the sector. In September 2008, the Uribe government<sup>2</sup> pledged to achieve universal coverage by 2010. The National Association of Colombian Investors (ANDI in Spanish) forecasts a 15% increase in public investments spurred by implementation of the Universal Coverage Law.

Other factors have positioned Colombia's medical industry for growth. The current positive economic climate will drive the demand for construction of new facilities throughout Colombia. Also, on June 25 2008, the Colombian Health Ministry (Ministerio de la Protección Social) joined the Pan-American Health Organization's Safe Surgery Initiative to reduce the incidence of complications from surgery. Enhanced focus on technology and medical security will boost the reconversion and modernization of hospitals, clinics and clinical laboratories. Finally, the Colombian government is committed to opening Free Trade Zones (FTZs) throughout the country. The health sector is taking a lead in this initiative with a government commitment of U.S.\$ 1 billion in investment to position Colombia as the main exporter of medical services in the region.

Colombia represents a major growth opportunity for U.S. exporters. According to the World Health Organization's current estimates, over 50 % of the biomedical equipment in the country is currently obsolete, not used correctly, or lacking suitable maintenance. In addition, complex pathologies are likely to increase over the next two decades as a result of a maturing population as well as the government's increased focus on prevention rather than intervention. Acquiring new medical technologies will remain a top priority. In 2008, according to the National Association of Investors (ANDI in Spanish), the U.S. dominated medium to advanced technology imports, which amounted to U.S. \$ 246 million, a 27% increase over 2007 on top of

<sup>1</sup> Law 100 of 1993 created the social security system and covers standards governing the general system of pensions, professional risks, complementary social services, and the social security system as it relates to health.

<sup>2</sup> As per July 2008 sentence T-760 of the Supreme Court.

a 25% increase over 2006 and 2005. Biotechnology, life science and opto-electronics are among Colombia's main imports with an emphasis on advanced diagnostic imaging devices. The need for acquisition remains very strong in the areas of medical diagnostic services and equipment. Magnetic Resonance Imaging (MRI), CT scanning, ultrasound, Doppler, x-ray, and computerized radiography are in high demand. An important consideration for American exporters is that Colombian medical professionals look to the U.S. for education and leadership, and are comfortable with U.S. equipment.

## II. MARKET OVERVIEW

### Market Demand

**“The U.S. is the preferred source for imports because of traditional economic ties, quality, pricing, bilateral agreements, the exchange rate, customer service and follow up”.**

The Colombian market for medical equipment is estimated by ANDI to be worth U.S. \$616 million CIF (cost, insurance and freight) in 2008, growing from U.S. \$ 550 million in 2007 and U.S. \$ 439 million in 2006. This market is expected to grow over the next four years to near U.S. \$1 billion. Driving the increased demand is Colombia's growing population of 45.6 million, a young but maturing demographic with a median age of 27 years and a U.S.\$ 328 billion GDP. Sustained positive GDP expansion has produced intense growth in private and public sector health spending. Health sector public spending is expected to increase to 12% of GDP for the next five years substantially up from the current 7.8% rate, as the government strives to attain universal coverage.

Colombia's legacy of fifty years of violent conflict has produced medical expertise in trauma and plastic surgery. Other strengths include cardiology, orthopedic, cancer, organ transplants, and renal therapy. Colombia is also experiencing developing country respiratory pathologies from pollution in large cities and developing country types of diseases such as gastritis, malaria, and malnutrition. The economy grew 8.2 percent in 2007, enabling Colombia to perform better in its health spending levels and income category in comparison to other countries. In terms of its delivery system, Colombia has a relatively high physician supply—1.33 doctors per 1,000 people. However, with 1.35 hospital beds per 1,000 people (Bogota/1.3; Medellin/2.5; Cali/1.9) and a 95% bed occupation rate, Colombia ranks somewhat below average for its income level.

As the public health sector in Colombia relies on government support, it is noteworthy that 38.5% of all Colombian exports go to the U.S. A weaker U.S. economy, reduced demand and declining access to credit could negatively affect Colombia's economy and curb the amount of remittances sent from relatives working abroad. Despite the current global economic crisis, economists remain bullish about Colombia's economic prospects. U.S. foreign direct investment (FDI) in Colombia was U.S. \$56 billion in 2008, a 2.2% increase over 2007. For the past three years the medical sector took advantage of favorable exchange rates to upgrade technology and acquire medical equipment. Colombia is also putting decades of insecurity behind, and pent-up demand is a factor as confidence grows in the country's future prospects. As the private sector invests more in medical equipment, a contraction of the economy could nonetheless negatively impact investments and lead to more selective investment. Public hospitals and clinics have limited access to funding and have not been market leaders, although this may be changing.

Total imports of medical equipment were U.S. \$ 550 million CIF in 2007 and are estimated to be U.S. \$ 616 million CIF for 2008. U.S exporters are the leading suppliers of medical equipment

in Colombia with an estimated U.S. \$ 246.4 million CIF value in sales for 2008 or 40% of all Colombian imports. U.S. medical equipment is very attractive in Colombia due to access to state-of-the-art technology, on- going research and development, geographical proximity and competitive pricing. ANDI forecasts a 26% increase in imports of medical equipment in 2008 over 25% in 2007 and 2006. 10 major hospitals in Colombia have planned investments in high complexity and high cost equipment in the areas of diagnostics imaging, cardiology renal therapy, diagnostics support and audiology. The Joint Commission International Accreditation (JCIA)<sup>3</sup> has accredited 15 private and public hospitals and clinics as of 2008.

Under the 2002 Obligatory Health System decree, the Ministry of Health conducted a survey<sup>4</sup> to evaluate the level of technology used in public hospitals and clinics in order to achieve full patient security. The survey concluded that the level of technology is obsolete and a challenge to the attainment of the World Health Organization goals. Colombia's challenge in the years ahead is the need to acquire state-of-the-art medical equipment as well as to improve the use of the equipment or the management of the technology. Through the Colombian Association of Clinics and Hospitals (ACHC in Spanish), the government contracted doctors and technicians from the Chilean Navy to train Colombian staff in hospitals but is looking for other long-term options, preferably with American intermediaries. Additional services sought include medical equipment providers, training of staff in the country and in the U.S., and joint research efforts.

The export of medical services is expanding quickly and a particular market is Colombian family members and friends living abroad. As word of Colombia's medical value spreads, it is likely that not just Colombian emigrants will take advantage of this niche. According to a recent study by the Deloitte Center for Health Solutions, a consultancy, 750,000 Americans sought cheaper treatment abroad last year, a figure projected to reach six million by 2010. Colombia's proximity to the U.S. should be a key factor in expanding and exploiting this lucrative market. Colombian hospitals have reciprocal agreements with many countries' social security systems in Latin America and expect more business in the coming years. Colombia's medical market will expand as a result of the good reputation of the Colombian medical infrastructure and services and numerous foreign bilateral agreements (conventions) for social security and health insurance providers in Latin America. Medical tourism is developing quickly mainly for plastic surgery, ophthalmology – where Colombia is considered a leader in advanced techniques – as well as trauma and orthodontist work. Colombia is looking at expanding its export of services for chronic conditions in general with an emphasis on cardiovascular and cancer treatment due to its expertise and infrastructures.

Concerned with clinical outcome and patient safety, Colombians are inclined to buy new, reliable medical equipment from recognized sources. Colombian professionals prefer face-to-face business relationships. Other preferences include a minimum one-year guaranty and compliance with international sanitary standards. Customer service, parts availability, back up programs and training are key success factors. Colombia is not a significant market for refurbished and used medical equipment and the refurbished market is estimated to be only U.S. \$250,000 CIF for low to medium technology mainly found in small rural clinics. Medium sized institutions use leasing to acquire equipment. Colombian (national) firms make low-tech equipment such as hospital beds, ventilators, chairs and syringes.

As of January 1<sup>st</sup>, 2009, a new set of norms <sup>5</sup> will strengthen regulations on imports of medical equipment with a stronger enforcement on control and requirements affecting the registration of

<sup>3</sup> The JCIA is a division of the American based Joint Commission on Accreditation of Health Care Organizations (JCAHO), the largest accreditator of health care organizations in the U.S.

<sup>4</sup> Law 872 of 2003: Quality Management of Health Sector

<sup>5</sup> Update of Decree 4725 of 2005

new products. The reform intends to also expedite procedures by accepting original U.S. Food and Drug Agency (FDA) forms and documentation. There will be more surveillance over storage facilities and sanitary standards<sup>6</sup>. New requirements for refurbished medical equipment in Colombia will include a maximum five-year life span, a five-year guaranty from the exporter, including replacement, maintenance; customer support in Colombia and the translation of manuals into Spanish. However, with these guarantees, the Ministry of Health is considering allowing the use of refurbished equipment in public hospitals.

### Market data

The Colombian government recognizes the need to acquire more and better medical equipment and to hire and train more medical doctors, nurses and technicians. The Health Ministry appointed a special commission<sup>7</sup> for the modernization of infrastructure and acquisition of high technology medical equipment. There is not yet a clear public policy and implementation process in place. Colombia still lacks a comprehensive policy for new technology evaluation. Public hospitals and clinics make independent decisions on investments based on their profit but follow government's directives in order to benefit from subsidies and loans.

However the government has implemented two important initiatives to modernize the health sector to be effective as of January 2009:

- Under the program called "Buying for the Republic,"<sup>8</sup> the government will pressure public hospitals to dedicate up to 35 % or 40% of their budget to renew their technology and infrastructures. The government will provide low-rate credit lines as well as human resource subsidies as public hospitals traditionally spend most of their budgets on personnel
- In December 2008, the Ministry announced the construction of the first FTZ "Cuidad de la Salud" dedicated to the health sector in Bogota, with 400 beds International Hospital of High Technology (HIAT in Spanish), a hotel and a convention center. Investments in the hospital were US \$170 million and will reach US \$500 in the next few years, the promoters claim. A FTZ will open in Barranquilla next year with an initial U.S. \$ 50 million investment.
- The hospital of San Vicente de Paul in Cartagena de las Indias and Imbanaco in Cali will work as FTZs. These centers will benefit from a total sales tax exemption<sup>9</sup> when importing medical equipment.

The private sector is the main investor in medical equipment -- representing over 60% of the market with a focus on high complexity treatment and safety. Private hospitals and clinics are looking at the acquisition of high technology medical equipment in order to perform better. The main private institution in Colombia is under a five-year investment plan of U.S. \$ 20 million with a focus on diagnostic imaging equipment.

### III. MARKET TRENDS

Spurred by local demand, the deontological sector is growing rapidly, also becoming one of the most promising sectors for medical tourism. American visitors already represent an important market. Colombia manufactures dental chair units and equipment and traditionally buys from Brazil and Germany or Italy. China has been in this market for about four years, offering products about 15% to 20% below the average price and gaining market share. American

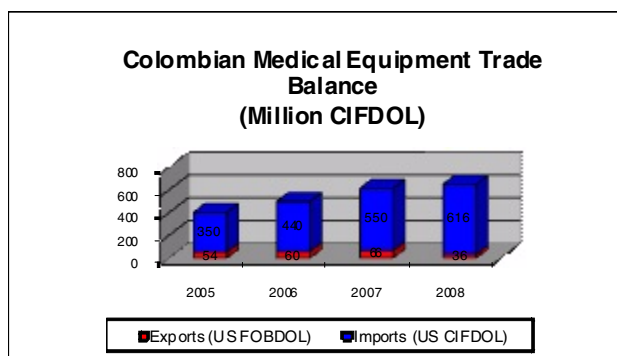
<sup>6</sup> Resolution 0132 of 2007

<sup>7</sup> Resolution 2181 of 2008: guarantee of Obligatory Health System Quality

<sup>8</sup> "Compras para la Republica"

<sup>9</sup> IVA (Impuesto al Valor Agregado)

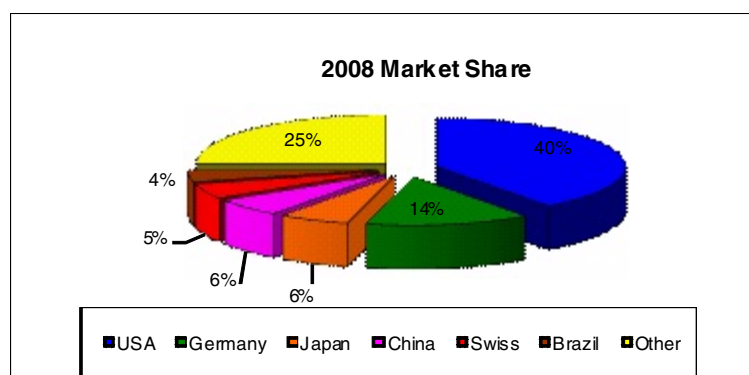
suppliers are not yet important in Colombia and could get a significant share of this growing market with more presence.



### III. COMPETITION

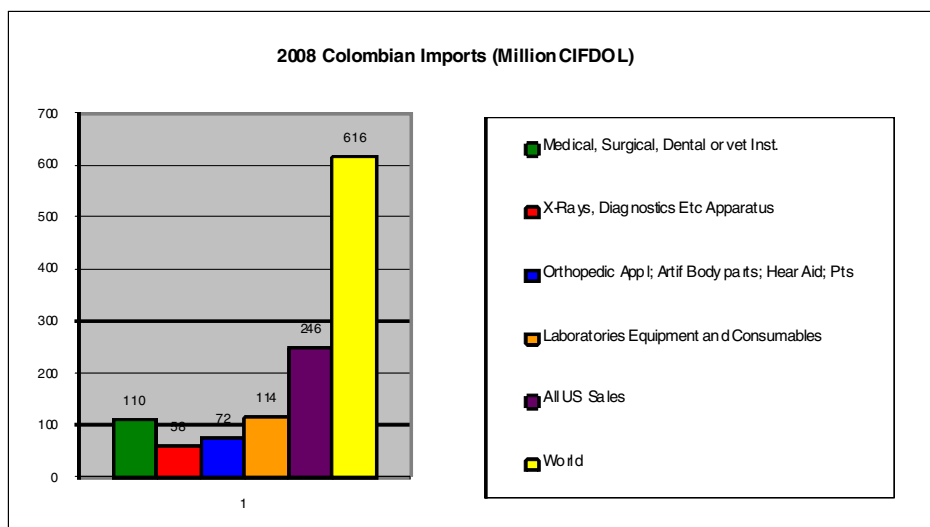
#### Import Statistics<sup>10</sup>

U.S. products are Colombia's preferred choice for the private and public sectors. The U.S. is the main source of imports followed by Germany, Japan, China, Switzerland, Brazil and other European countries.



Colombia produces low technology products and imports all medium to high technology medical equipment. Long-term demand is strong for Diagnostics and Imaging ADI – Advanced Digital. In 2008 Colombia imported an estimated U.S.\$ 114 CIF value of laboratories equipment and consumables (11.9%) and tubes; panels; screens (6.7%) or 18.6% of all exports followed by U.S.\$110 million CIF value in sales of non electrical medical, surgical, dental or veterinary instruments (13%) and electro medical equipment (5%) or 18% of all imports. Third were all prosthesis devices including orthopedic appliances (5.7%) and artificial body parts, hearing aids (6%) for US\$72 million CIF value or 11.7% of all imports. Fourth were diagnostic imaging equipment including x-rays apparatus (3.2%), medical computerization and data processing equipment (3.2%) and Computed Tomography (CT) processing (3.1%) for US\$58 million CIF value or 9.5% of all imports.

<sup>10</sup> All charts based on data provided by ANDI



Harmonized Systems Codes (HS Codes)	
901890	Medical, Surgical, Dental or vet Inst.
901890	Electro medical equipment
902214	X-Rays, Diagnostics Etc Apparatus
901819	Medical computerization and data processing equipment
902212	Computed tomography (CT) processing
902139	Prosthetics Appl; Artif Body parts; Hear Aid; Pts
902129	Orthopedic Appliances & Devices
382200	Laboratories Equipment and Consumables
901839	Consumables

## V. MARKET ACCESS

### Distribution

A reliable and savvy distributor or representative is key to entering the Colombian market. Colombian representatives of medical equipment easily accept new and additional U.S. brands including for new markets. Selling to the public sector, U.S. firms need a representative available and duly registered with prospective end-users to respond quickly to international and/or private bids. Public hospitals can buy equipment such as prosthetics independently although often through an open tender. All payments are in Colombian pesos at the referential exchange rate of the day of payment.

Private clinics and hospitals pay vendors and distributors directly. They also work with loans and letters of credit and other financial guarantees. Privately owned institutions buy from national distributors and representatives but also send their buyers abroad to manufacturers and vendors, taking care of all imports proceeds through a Colombian agent. The largest institutions prefer to buy directly from represents and distributors. They are encouraged to contact them.



Introducing new technology based equipment into the Colombian market usually requires promotion including the following: market exposure at national and international congresses of the different medical specialties; publication in medical scientific magazines; accurate and complete information provided to the medical specialty association(s); seminars for medical doctors organized by the local representative of the U.S. manufacturer.

Colombian buyers always appreciate an incentive at the time of making a decision. Free software for training or additional complementary parts and others can make a significant difference.

### Market issues/obstacles

Advantages	Challenges
<ul style="list-style-type: none"> <li>➤ An increasingly stable political environment, sustained economic growth with an expanding domestic medical market.</li> <li>➤ American medical equipment is very popular in Colombia with less market penetration from other countries.</li> <li>➤ The long term impact and trend on public funding for medical equipment of the Colombian Social Health Insurance (NSHI).</li> <li>➤ Government's reforms to upgrade and renew technology in hospitals and clinics.</li> <li>➤ GOC promise of U.S.\$ 1.4 billion investments to benefit all sectors, including the health sector throughout the country as of 2009.</li> <li>➤ Plan Vallejo* for technology imports.</li> <li>➤ Strong enforcement of intellectual property rights.</li> <li>➤ Strong American cable TV and Internet penetration.</li> <li>➤ New inclusive MEDITECH trade-show in Bogota and many other events nationwide to promote international medical equipment.</li> <li>➤ Good market size, Colombia is fifth in Latin America after Brazil, Mexico, Argentina and Chile.</li> <li>➤ Resilient economy.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Stronger U.S. currency and global economic crisis.</li> <li>➤ The Colombian Institute for Medications and Food Alertness (INVIMA) can be very demanding with new products registration certificates. A well-known intermediary or local distributor is recommended in order to avoid delays (up to three months or one month for modifications).</li> <li>➤ Ratification of US-Colombia FTA</li> <li>➤ Import tax structure currently high subject for most goods to 15 / 20 percent tariffs.</li> <li>➤ Growing market share of Chinese medical equipment (MINDRAY)***</li> <li>➤ Labeling and manuals retains their original labels but must be translated in Spanish (although required by INVIMA, it is not enforced)**.</li> <li>➤ Spanish translations of manuals highly preferred and a strong selling point.</li> <li>➤ Plastic surgery, business based, is more vulnerable to Chinese products due to their low cost</li> <li>➤ Flat credit resources expected.</li> <li>➤ A possibly weakening domestic buying power due to world economic crisis with a 3.2% growth and 5.3% inflation rate in 2009.</li> </ul>

\*Plan Vallejo for technology imports: with the purpose of boosting Colombian exports, Plan Vallejo is a mechanism under which Colombian firms can import with entire or partial tax and rights exemption for consumables, commodities, intermediate goods, capital goods

(machinery) if used in the production of goods and services destined primarily for Colombian exports-. Please contact Incomex (The Colombian Institute of Commerce).

**\*\*Although required by INVIMA the translation of manuals is not enforced, it is important for U.S. exporters to translate all manuals into Spanish and to provide a strong, long-term customer services support in Colombia with training of local staff.**

**\*\*\* With pricing up to 30% below U.S. products, Chinese market share was 25% for monitoring solutions with about U.S.\$7 million in sales in 2008.**

## - Market Entry

### Medical Device Regulatory Requirements

**Disclaimer:** This information is derived from public sources and is current to the best of our knowledge. For detailed and definitive information about a country's laws and policies, the government of the country concerned should be consulted.

### Regulatory Agency

The regulatory agency is the National Institute of Surveillance of Medicine and Foods in the Ministry of Health. The Colombian Ministry of Foreign Trade controls imports and exports and enforces regulations.

### Registration

The Colombian Government registers imports and exports through the Colombian Ministry of Foreign Trade (previously registered by INCOMEX). Under the Decrees 1292 and 1298, Resolutions 2092 and 5039, the following is required, but not enforced:

- a. Certificate to Foreign Government
- b. Letter of Authorization
- c. Final Product Drawings
- d. List of Components/Materials
- e. Manufacturing Method
- f. Labels/Directions for use
- g. Sterilization Parameters
- h. Packaging Materials
- i. Quality Control Test Methods
- j. Product Brochure

### Import License

Medical equipment is classified on the free import list, which means that it does not require an approved import license. However, the importer has to register the transaction with the Ministry by completing a form provided by the Ministry at a cost of approximately U.S. \$15. The form must be completed in Spanish, except for trade names, book titles, or other terminology that cannot be translated. It must include the following information:

- a. Import value - FOB price in U.S. dollars
- b. Customs schedule classification. Only those products classified under the same four initial digits of the Harmonized Tariff Schedule can be included in the same registration form.
- c. Units - Quantity - Unit Price - Total Value
- d. Product description. Transcription of the product description as it appears in the Harmonized Code, and a complete description of the product to facilitate its easy and



unmistakable identification, specifying characteristics such as commercial, technical or scientific name, trade-mark, model, size, final use, etc.

- e. Name and address of foreign supplier
- f. Shipping company name and address
- g. Colombian port of entry
- h. Country of origin
- i. Shipping port

Although the categories of goods may be on the free import list, an import license is still required when: (1) the importer is a government entity; (2) the importer requests exemption from payment of import duties; (3) the goods are classified as non-reimbursable. The latter is the case when the payment does not require use of the country's international reserves, which is very often true for oil, gas and mining equipment.

### **Standards**

The Colombian Institute of Technical Standards (ICONTEC) is a national governmental organization in charge of setting standards for products and equipment manufactured or imported into Colombia. Standards established by ICONTEC are generally in agreement with international standards and practices.

### **Pre-shipment Certification**

Through Decree 861, adopted in May of 1995 and enforced February 1, 1996, the Colombian Government officially established a list of sensitive products that must undergo inspection and clearance for imports into Colombia. This new customs system calls for pre-shipment certification by authorized international certification companies (ICCs) and the intervention of customs intermediation companies (CICs) as sole authorized private customs agents. Two ICCs and 25 CICs have been authorized to operate under the new system.

### **Import Duties and Taxes**

Since August of 1991 all duties were consolidated into four tariff levels: (a) zero percent for primary goods, inputs and capital goods not available in Colombia; (b) 5 and 10 percent for the same categories produced in country; (c) 15 and 20 percent for final consumer goods. The average duty is currently 11.9 percent. Medical equipment duties range between 5 and 15 percent.

Since January 1996, most imports and sales transacted in Colombia (including medical equipment) are subject to a 16 percent value added tax (IVA). This tax applies to domestically produced goods as well as imports and, in the case of imports, is assessed on the CIF value (in Colombian pesos) plus any applicable import tariff.

<sup>11</sup>Importers may deduct the paid Value Added Tax (IVA) from their monthly IVA tax report when retail sales are made to third parties either as the final product, or as a part of a manufacturing or any other process that adds value to the imported product. This deduction is not allowed for imports performed by importers who are final users.

As a member of the Andean Community Market (ANCOM) and the Latin American Integration Association (LAIA), which replaced the Latin American Free Trade Association (LAFTA), Colombia maintains a system of preferential tariff rates for eligible imports from member countries. In December of 1991, the presidents of the Andean Common Market (ANCOM)

countries (Bolivia, Colombia, Ecuador, Peru, and Venezuela) met in Cartagena and decided to accelerate the regional free trade market with common external tariff schedules of 5, 10, 15, and 20 percent. The agreement became effective in January of 1995.

## **VI. LOCAL TRADE SHOWS**

### **MEDITECH**

Organized by the COLOMBIAN ASSOCIATION OF HOSPITALS AND CLINICS  
ASOCIACION COLOMBIANA DE HOSPITALES Y CLINICAS (ACHC)  
April, 2010 - Carrera 37 No 24 - 67 Bogotá D.C., Colombia  
Tel.: (571) 381 00 00 / 30- [www.feriameditec.com](http://www.feriameditec.com)

### **AUDIOLOGY GERIATRY EXPO 2009 / AUDIOLOGIA GERIATRICA EXPO 2009**

Organized by ASODIO, ASOCIACION COLOMBIA DE AUDIOLOGIA  
February 19, 20 and 21, 2009 - Hotel Amirante. Cartagena de las Indias  
[www.asoaudio.org.co](http://www.asoaudio.org.co)

### **COLOMBIAN CONGRESS OF ANESTHESIOLOGY / CONGRESO COLOMBIANO DE ANESTESIOLOGÍA**

Organized by SOCIEDAD COLOMBIANA DE ANESTESIOLOGÍA Y REANIMACIÓN – SCARE  
Bogotá, Marzo 19 - 22 / 2009 - Centro de Convenciones COMPENSAR Carrera 15A # 120 – 74,  
Bogota D.C. Colombia  
Tel: (57-1) 6196077 ext 615 [www.scare.org.co](http://www.scare.org.co)

### **INTERNATIONAL CONGRESS FOR BACTERIOLOGY / CONGRESO DE BACTERIOLOGIA,**

October 2009. Santa Marta, Colombia  
Organized by the Colegio Nacional de Bacteriología-Colombia  
CNB-Colombia (Dra. Gloria Lizethe Villegas)  
Carrera 9, No. 94 A- 32 Of. 201 Bogota D.C. Colombia  
Tel: (57 1) 6227721 Fax: (57 1) 625 4110  
[www.cnbcolombia.org](http://www.cnbcolombia.org)

### **COLOMBIAN CONGRESS OF DERMATOLOGY / NACIONAL CONGRESO DE DERMATOLOGIA**

Organized by the COLOMBIAN ASSOCIATION OF DERMATOLOGY AND DERMATHOLOGIC CHIRURGY (ASOCOLDERMA ) (July 2009)  
Calle 134 No. 13-83, Oficina. 601 Bogota D.C. Colombia  
Fax: (57-1) 6333603 [www.asocolderma.org](http://www.asocolderma.org)

### **NACIONAL CONGRESS OF ODONTOLOGY / CONGRESO NACIONAL DE ODONTOLOGÍA**

Organized by the Colombian Federation of Odontology Calle 71 N°11 - 10 Piso 11 Bogota, D.C. Colombia  
Tel: (57-1) 255 65 60 - Fax: 2554564  
[www.federacionodontologicacolombiana.org](http://www.federacionodontologicacolombiana.org)

### **NATIONAL CONGRESS FOR PLASTIC SURGERY / CONGRESO NACIONAL FOR PLASTIC SURGERY**

Organized by: SOCIEDAD COLOMBIANA DE CIRUGÍA PLÁSTICA ESTÉTICA Y RECONSTRUCTIVA (SCCP)

May 20-23, 2009, Barranquilla, Colombia  
Calle 127 No.16A – 76, Bogotá DC Colombia  
Tel: (57-1) 6279136  
[www.cirugiaplastica.org.co](http://www.cirugiaplastica.org.co) –  
[direccion.ejecutiva@cirugiaplastica.org.co](mailto:direccion.ejecutiva@cirugiaplastica.org.co)

### **COLOMBIAN CONGRESS OF RADIOLOGY / CONGRESO COLOMBIANO DE RADIOLOGÍA**

Organized by: Asociación Colombiana de Radiología.  
Calle 34 No. 43-66 Of.1043 - Medellín, Colombia.  
Tel: (57-2) 2610815, Fax (57-2) 2621067  
[congreso@ACRonline.org](mailto:congreso@ACRonline.org)

### **HEALTH & BEAUTY (PLASTIC SURGERY)**

#### **BELLEZA Y SALUD**

Organized by COFERIAS Carrera 37 No 24 - 67 Bogotá D.C., Colombia.  
Tel.: (57-1) 381 00 00 / 30  
[www.corferias.com](http://www.corferias.com)  
[info@corferias.com](mailto:info@corferias.com)

### **OTHER**

#### **FUNDACION CARDIOVASCULAR DE COLOMBIA**

Edificio GRIS Floridablanca – Santander  
Tel: (57-1) 639 6767 –  
[www.fcv.org](http://www.fcv.org)

#### **CONGRESO INTERNACIONAL DE LA SOCIEDAD COLOMBIANA DE ORTODONCIA**

19 de Marzo de 2009  
Club Campestre de Cali, Santiago de Cali  
Tel: 635 77 01  
[www.scdeo.com](http://www.scdeo.com)

#### **EXPODENTAL COLOMBIA**

Plaza Mayor, Centro de Convenciones, Medellín, Colombia  
[info@marketingdeideas.com.co](mailto:info@marketingdeideas.com.co)  
[www.marketingdeideas.com.co](http://www.marketingdeideas.com.co)

The Commercial Service of the U.S. Department of Commerce promotes and organizes international buyers groups to attend selected U.S. trade shows. This is a cost-effective way of promoting U.S. products to international buyers as it offers them the opportunity to contact firms and make business comparisons without having to travel throughout the entire United States.

The U.S. Commercial Service in Bogota also offers a number of services for U.S. companies seeking business opportunities in Colombia. Services available are Trade Missions, Gold Key Service (allows U.S. firms to have a schedule of appointments with potential representatives prior to arrival), International Partner Search, and Single Company Promotions. For detailed information on these services please visit our web site: [www.buyusa.gov/colombia/en](http://www.buyusa.gov/colombia/en)

For further information on these services please contact:

U.S. Commercial Service  
Tanya Cole, Commercial Officer  
[tanya.cole@mail.doc.gov](mailto:tanya.cole@mail.doc.gov)

Mailing address:  
American Embassy  
Unit No. 5120  
APO AA 34038  
Email: [Bogota.Office.box@mail.doc.gov](mailto:Bogota.Office.box@mail.doc.gov)  
Website: <http://usembassy.state.gov/colombia>

Alejandra Henao, Commercial Specialist  
Email: [Alejandra.Henao@mail.doc.gov](mailto:Alejandra.Henao@mail.doc.gov)  
[www.buyusa.gov/colombia](http://www.buyusa.gov/colombia)

### **The U.S. Commercial Service — Your Global Business Partner**

With its network of offices across the United States and in more than 80 countries, the U.S. Commercial Service of the U.S. Department of Commerce utilizes its global presence and international marketing expertise to help U.S. companies sell their products and services worldwide. Locate the U.S. Commercial Service trade specialist in the U.S. nearest you by visiting <http://www.export.gov/>.

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